

Our Patrons Are Asked
To Co-operate With Us In
Helping To Abolish The
Approval Privilege

"THE POPULAR"

We Are Now Showing The
Advance Spring Styles In
Women's And Children's
Ready-To-Wear Apparel

15TH YEAR.

EL PASO, TEXAS, SATURDAY, JANUARY 6, 1916.

TEXAS' MOST PROGRESSIVE STORE

January Clearance Of All Winter Goods, Monday!!



It Would Be A Senseless Policy---

—leading nowhere save into trouble, to carry slow selling goods forward from season to season with the expectation of eventually getting their full cost prices. For no fault of their own, certain lines have not sold as readily as we thought and therefore they now pay the penalty of this January reduction—a heavy one as the prices clearly show.

If you place unusual emphasis on "value" you will neither hesitate or meditate after reading this foreword of our annual January Clearance Sale. Somewhere in these great accumulations there are bargain offerings to meet the complex demands of all the family. And you will find this year that a new standard of Clearance Sale Values has been created—a standard that gives a broader, deeper meaning to the little word "Bargain" than it ever gave before.

(Signed) **The Popular**
DRY GOODS CO., INC.

Laces That Must Go

LACES—A table assortment of odd patterns—patterns that we have discontinued, in Torchon, Val and Maltese Laces. Shown in white, cream and black; all are desirable kinds and widths, and are worth up to 15c a yard. Clearance

Price, a yard, at **1c**
VENISE LACES—A collection of imported Venise or (Baby Irish) Laces, in white, cream, ecru and black. Edges and insertions; widths ranging from one to two and a half inches, and values up to \$1.00 a yard. Clearance Price, a yard, at **25c**
(First Floor)

A Special In Hand Bags

ALL are of finest quality Pin Seal, in small, dressy shapes, with attractive silk linings; German silver frames; perfectly made bags that will give the maximum of satisfaction. Special, each, at **\$2.95**
(First Floor)

Novelties, Special, 50c

A TABLE assortment that includes items that were purchased for gifts, but useful every day—Brass Candlesticks and Trays, Metallic Book Ends, Door Stops, Match Holders, etc. Kinds that were marked up as high as \$2.00. To close the lot quickly, your choice, at **50c**
(First Floor)

The Popular
DRY GOODS CO., INC.

Save Pennies on Little Notions

PENNIES saved are pennies made. Don't neglect an opportunity to save pennies—stock up for now and later. You won't buy at these prices soon again:

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|--|------------|
| 5c Darners..... | 3c |
| 10c Picture Hangers..... | 5c |
| 10c Ironing Cover Stretchers..... | 7c |
| 10c Sleeve Protectors..... | 5c |
| 5c Ironing Wax..... | 2 for 5c |
| 25c Corset Shields..... | 15c |
| 10c Elastic Draw Strings (black or white)..... | 5c |
| 25c Knee Protectors..... | 15c |
| 10c Shirt Waist Belts..... | 5c |
| 25c Century Corset Shields..... | 15c |
| 10c Hat Pins..... | 3 for 5c |
| 25c Paper Sanitary Napkins..... | 5c |
| 10c Yard Colored Braid..... | 3c |
| 10c Sewing Wax..... | 5c |
| 25c Colored Wash Braid..... | 15c |
| 25c Skeleton Waists (soiled)..... | 15c |
| 10c Shamoid Wonder..... | 5c |
| 25c Dearborn Dusters..... | 15c |
| 25c Darnette..... | 15c |
| 10c Marking Initials..... | 5c |
| 5c Marking Initials..... | 2 for 5c |
| Marking Initials..... | 12 for 15c |
| 15c Collar Foundations..... | 7c |
| 5c Tryune Collar Stays..... | 3c |
| 10c Bronzebone Collar Stays..... | 5 for 5c |
| 25c Sanitary Belts..... | 13c |
| 10c Purple or White Cords..... | 5c |
- (First Floor)

Two Specials In Women's Neckwear



WOMEN'S NECKWEAR—Fashioned of Lace, Net, Organdy and Georgette Crepe. Best values of the season, at **35c**
WOMEN'S NECKWEAR—Dainty styles in Georgette Crepe, Broadcloth, Organdy, Lace and Net; flat collars, collar and cuff sets, and vesters. Remarkable values at **\$1.95**, **95c** and **\$1.45** and
(First Floor)

Buy Hosiery And Underwear Here Monday

WOMEN'S FIBRE BOOT SILK HOSE—Shown in white and black. Made with double lisle foot and garter welt, with fifteen inch booting silk. Extra special, a pair, at **29c**
CHILDREN'S SEPARATE GARMENTS—Fleece lined Vests, in high neck, long sleeve styles; pants in ankle length. Sturdy weave, heavy fleeced, perfect fitting garments that are ideal for the cold days. Sizes 2 to 16 years. Clearance price, a garment, at **29c**
(First Floor)

See Our Ad In Monday's Herald
For Big Values In The Drapery,
Rug and Furniture Store.

MONDAY will bring the most radical out-clearing of Winter Merchandise that has been known in years. Final reductions have been made on all remaining lots. Many lines that were offered at startling reductions this week have been still further reduced. Spring Merchandise is coming in in all departments, and after next week we must turn our attention to the exploitation of the new season's goods. We shall not let price stand in the way of the speedy removal of these remaining lots, for they positively must be cleared away next week. Take note of these extraordinary offerings:

A "Different" Sale Of Suits And Dresses

THE "USUAL" January Sale of Suits and Dresses is a clean up of odds and ends. This one is different! Our stocks of Ready-to-Wear were so depleted that our buyer, Mr. Max Mayer, was forced to leave for New York just before Christmas—to buy new merchandise so we would have something to offer the hundreds who wait for the January sales. This, of course, is clearance time for the manufacturers, so he was able to secure some most extraordinary values. These have been added to our regular lines and will add zest to the offerings.
(Fifth Floor)

SUITS FORMERLY WORTH \$25.00	SUITS FORMERLY WORTH \$29.50 To \$40
\$9.50	\$14.75

All Other Suits And Dresses At Half Price

(Evening Dresses Are Not Included)

A Clearance Of High Grade Blouses

THERE'LL be many a genuine surprise in the Blouse Section Monday. There will be seven groups on sale, each embracing a broad assortment of styles—too varied for anything like detailed description here. They consist of crepe de chine, Georgette crepes, striped taffetas; suit colors, but many in white and flesh.
(Sixth Floor)

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| \$8.50 Georgette Crepe Blouses at..... | \$4.95 |
| \$12.50 Georgette Crepe Blouses at..... | \$6.50 |
| \$15.00 Georgette Crepe Blouses at..... | \$7.50 |
| \$22.50 Georgette Crepe Blouses at..... | \$10.50 |
| \$7.50 Georgette Crepe and Striped Taffeta Silk Blouses in suit shades, at..... | \$4.95 |
| \$12.50 Georgette Crepe and Striped Taffeta Silk Blouses in suit shades, at..... | \$7.50 |
| \$15.00 Georgette Crepe and Striped Taffeta Silk Blouses in suit shades at..... | \$10.00 |



Save Stacks Of Money On Winter Millinery

EVERY Winter Hat in stock must be disposed of at once to make room for the incoming Spring Millinery. There are absolutely no restrictions, for the sale involves every trimmed Winter Hat we own. Hats for street wear, hats for evening wear, hats for traveling, hats for sport wear, or whatever occasion you may wish—Gold and Silver Lace Hats, Imported Velour Hats, Gaura and Paradise Hats, Sport Hats, Flower Trimmed Hats, Mole and Seal skin Hats, Fur Trimmed Hats, etc. Included, and of much interest to mothers just at this time, are the Children's Hats which will be sold at the same reductions.
(Sixth Floor)



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|----------------------------------|--------|
| Trimmed Hats to \$7.50, at..... | 50c |
| Trimmed Hats to \$10.00, at..... | \$1.50 |
| Trimmed Hats to \$20.00, at..... | \$3.50 |
| Trimmed Hats to \$35.00, at..... | \$4.50 |
| Trimmed Hats to \$60.00, at..... | \$9.50 |



The 1917 Initial Display Of Women's Apparel-

—is the most comprehensive we have ever shown so early. It comprises the very newest ideas in materials, fashions and colorings and includes suits, dresses, skirts, waists, coats and millinery for every occasion. The garments we display in this pre-season exhibit bear the distinctive mark of careful and specialized selection. The Specialty Shops on the Avenue in the "Biggest" city are showing the same things. The modest people who know good clothes are contemplating these chic, smart creations with satisfaction and the women of El Paso are saying again, "They always have such pretty, new things at 'The Popular'."

New Exclusive 1917 Suits

TAILORED suits for the New Year are decidedly satisfactory. Many exclusive novelties in Shantung, Rajah, Pongees, Berrera cloth and Khaki Kool cloths are shown. The new Russian lines are distinctly popular, with collars that may be worn high or low. Ideal garments for El Paso's sunny climate are many of these suits in sport effects in the new high colorings. Gold, orchid, new greens, rose, cedar and many of them with the new Persian trimming.
(Fifth Floor)

Magnificent Costumes For 1917

AMONG them many striking effects in silks, laces and spangled effects. They are decidedly attractive for afternoon teas or the daisies and were especially selected for this climate. May we have the pleasure of showing them to you?
(Fifth Floor)

New Street Frocks

OUR first display of new 1917 Street Frocks Monday includes numbers in sheer voiles, organdies and snowy white satins. There are rich silks, too, and tailored serges, Tussah cloth and khaki wool, embodying all the newest effects. Very distinctive.
(Fifth Floor)

Innovations In Skirts

F LARING, fitted, side pleated, full pleated and flowing effects. Decidedly new and effective. Some in the newer weaves, jersey cloths, plaids, sport cloths, Tussah, khaki kool, white serge and chic flannels. This is the most complete showing of skirts we have ever been able to display so early.
(Fifth Floor)

Pretty Lingerie Waists

THESE new 1917 Lingerie Waists in white voiles, organdies, laces and fine lines are prettily trimmed in lace and many in embroidered styles. They are hemstitched, too, and many are finished with drawn work. Also high-class Novelty Waists in Georgette crepe, silk weaves and crepe de chine. Copies of the most advanced Parisian styles.
(Sixth Floor)

Spring Millinery

ADVANCED shapes in hats show a trend toward lower crowns and the continuation of narrow brims. The Directoire influence is strongly apparent.

Sailors with brim narrow at front and back and wide on the side continue to be a prominent feature.

Soft crowns dented into irregular line at the top and slightly higher at back than at front indicate a coming development.

Shapes with a pronounced upward movement to the brim, and mushroom brim are to be seen.

Trimings include painted wooden beads fastened into bands and motifs in Russian design and colorings.

Jet and jetted motifs, motifs of chenille, turquoise, porcelain beads and beads of dull gold combined, tassels, etc.

Coral, old red, gray, chestnut brown and tan promise to be the leading colors. Red and gray in combination are well spoken of.

Veils will continue to be used as a hat ornament and are exceedingly elaborate.
(Sixth Floor)

The World Of White The Greatest Of All White Events To Begin Here Monday, January 15th

IT IS NOT the policy of this store to make idle statements. We WOULDN'T do it; and we COULDN'T AFFORD TO if we would.

When we say "The World of White" this year will surpass anything ever held before, we have well founded reasons for saying so. We KNOW it to be so.

"Popular" White Events, in the past have led El Paso in white goods selling, the natural sequence of carrying the largest stocks and best assortments. This season we have purchased double the amount of merchandise.

As for prices—they are the best ever. We were more fortunate in our purchases than we have been in several years. So the values, too, will be ahead of what you have been accustomed to getting.

Yes, it's going to be a wonderful event. Can't help but be and YOU mustn't miss it.

Watch Our Windows and The Herald For Full Particulars.

The Popular
DRY GOODS CO., INC.



DOVE
Under-muslins